

A MESSAGE from the PRESIDENT

The report which follows will tell you how Goodwill Industries have grown and developed through fifty changing years.

Reading it should assure you that this organization, sensitive and alert to the needs of the disadvantaged and disabled, has ever sought to keep in mind two basic principles of service, namely: the worth of the individual as a child of an all-wise God, and the value of remunerative training and employment as a tool of rehabilitation.

During the fifty-year period under survey great progress has been made. We are not content to rest upon the record of the past. The need for expanded and improved service to the handicapped of this nation is so great that we have made only a modest beginning.

Great opportunities and challenges await us in the next half-century and we propose to prove worthy of our heritage of the past by improving our service to those who stand in need.

PRESIDENT

Goodwill Industries of America Inc.



Minister to a needy parish on Boston's South Side, Dr. E. J. Helms founded GOODWILL INDUSTRIES in 1902. He was opposed to the prevailing concept of "hand-out" charity, and believed that people should be hepled to help themselves.

From Dr. Helms' Boston efforts, conceived on a purely local level, has grown a great social service and rehabilitation program; GOODWILL INDUSTRIES of America, Inc., with assets of 15 million dollars, and 101 autonomous organizations all over America.

Their record of service in 1951 is significant. Eleven millions of hours of employment and training were furnished and nearly nine millions of dollars of wages were paid. During the half-century now drawing to a close more than two hundred thousand persons have been served and one hundred sixty millions of dollars have been paid in wages.

While Goodwill Industries have now achieved substantial stature and maturity, it was not always thus. The early days were filled with struggle and despair. Only an abundant belief in "Faith is the Victory" enabled the idea of self help for the handicapped to succeed.

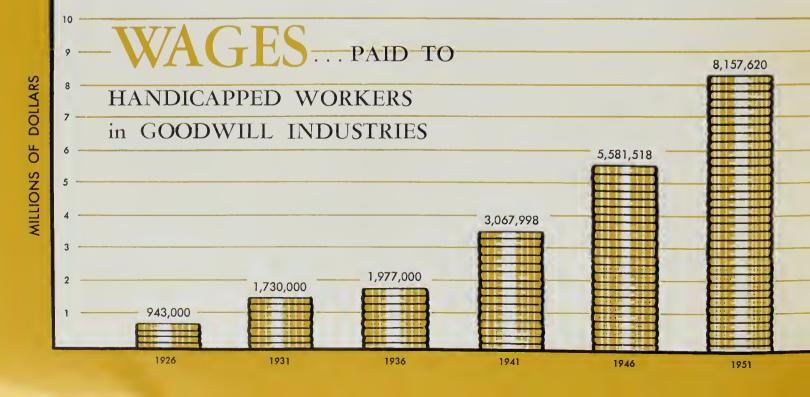
It was not until 1918 that any national recognition came to this pioneering work in the South End of Boston.

During the period from 1918 the program has enjoyed a steady growth. Better facilities have been provided, the areas of service are more clearly defined, a trained leadership has been secured, and the idea that the handicapped can succeed has been amply demonstrated.

Today GOODWILL INDUSTRIES stand on the threshold of a new era. Useable discards from more than two million homes provide the raw resources. Three thousand devoted men and women serve on Boards of Directors of local Goodwill Industries, sixty-two Woman's Auxiliaries to Goodwill Industries render auxiliary services on a volunteer basis, and more than fifteen hundred devoted and trained workers are eager to accept the challenge of the future.

Goodwill Industries does have a good heritage but its concern is for future service to the handicapped. It accepts the challenge of its founder and asks men and women of Goodwill everywhere to join hands in a common dedication to an unfinished task—that of "serving the nation's handicapped."

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O SOMEONE whose life has been shattered by permanent disability, the self-support and self-respect of a job is the difference between hope and despair. Recent studies proved idleness to be the biggest obstacle to a person's rehabilitation. The statement of the physician, Galen, will always be true—"Employment is Nature's best physician and is essential to happiness."

But a job is not enough.

The young sailor whom the government classes as "totally disabled", the girl who never walked before, the older person out of step with the pace of modern industry . . , these people need more than a job. Many who turn to Goodwill have never worked before. Many have lost the physical capacity for skills they once employed to earn a living.

Rehabilitation is complicated because the particular needs of individual handicapped persons differ widely. There is no formula for rehabilitation. The right combination of work and training and rehabilitation services and spiritual inspiration has to be found for each individual man or woman.

A job is the stepping stone to rehabilitation in the Good-will program. Training to meet the demands of life and the demands of the job require modern techniques and modern tools for the cultivating of remaining strengths and skills in the disabled person. Rehabilitation services, such as medical consultation, diagnosis and treatment, psychiatry, physical and occupational therapy, social case work, recreation and selective placement help the handicapped to adjust his physical, mental, and social capacities to the harsh realities of his disability.



Modern buildings and equipment, exemplified by the Los Angeles Goodwill, raise standards of service.

The way the complex process is accomplished varies among the one hundred and one autonomous local Goodwill Industries. To call any combination the "right" one would be unwise. All have one goal—better service for the handicapped of their community.

The extent and character of services offered through any local Goodwill Industries depends on the resources available, the quality of leadership in the board of directors, the executive and the staff, and the measure of community co-operation and support of the Goodwill program.

While handicapped men and women in our communities still wait for a chance to help themselves in the Goodwill Way, there can be only one course for the Goodwill movement—the fullest application of all possible resources for rehabilitation in a co-operative community effort to rebuild more human lives.

The founder of Goodwill Industries once described the organization as "business—plus; social service—plus; religion—plus." Dr. Helms' idealism in keeping a plus quality of spiritual inspiration at the heart of every Goodwill activity prevails today.

Spiritual emphasis in Goodwill Industries is an inseparable part of the rehabilitation program. The religion of one's own choice has healing, restorative powers no rehabilitation worker can overlook. At Goodwill, each handicapped person is encouraged to find spiritual strength in group contacts, in such personal counsel as he may desire, and in the inspiration of a consecrated environment. This is the Goodwill Way.

Percent of all Employees HANDICAPS 12 % Blind, Deof, Defective Speech 16 % Mentol, Emotional, Social Handicaps 15 % ally Supervisary or executive employees 16 % Handicapped, Usually Supervisary or executive employees 16 % Handicapped by Age or Handicapped Handicap



Goodwill Industries in 1951 a Report to You...

HE YEAR 1951 was the best year in the entire half-century of the history of the movement. More handicapped persons were trained and employed, more services were rendered, and more wages were paid than in any other twelve-month period on record.

But there is something more significant. It is not recorded in the table of statistics nor is it found in the statement of assets and liabilities. It is found only in the hearts and lives of those whom Goodwill Industries has served. Ruth who has received her first pay envelope, Jim who has a job, Frank who has found life worth living again, and Henry who now operates his own repair shop, are only four of more than sixteen thousand persons who, last year, received training and service in our Goodwill Industries. How do you measure the achievements of those who have

proved that it is "ability" which counts? There is no convenient measuring stick to apply. The new sense of usefulness, the money in the pay envelope, the productive skill which has been reclaimed, are dividends of Goodwill. They are returns on the investment made by those who in any way have contributed to the support and welfare of local Goodwill Industries. Without these gifts of material, love, and service, we could not operate. There would be no opportunities for growth and development without the loyal support so generously given by men and women of Goodwill everywhere.

The year just closed has been a good year. We repeat it again, but in so doing we accept the challenge of tomorrow that each succeeding year must be better. Together we propose to make it so for that is the Goodwill Way.

Goodwill Auxiliaries in 1951 a Report to You...



HE PROGRESS, so marked in the expansion and development of Woman's Auxiliaries to Goodwill Industries in recent years, has been sustained during the last year. During the six months following the Delegate Assembly Meeting in Indianapolis, Indiana, the last week in April, seven new Auxiliaries have been organized.

Birmingham, Alabama Canton, Ohio Jackson, Michigan San Diego, California Pittsburgh, Pennsylvania (Jr.) Sioux City, Iowa Richmond, Virginia

Currently eight other groups are now in the process of organization. This growth is an encouraging sign and it is expected that the goal, of sixty Woman's Auxiliaries by the close of 1952, will be achieved.

We are thrilled with our new auxiliaries—their splendid leadership, their more than five hundred new members, and the fine service they have given to their local Goodwill Industries. Almost every section of the country is represented in this new group. Our achievements in 1951 are a result of our activity and addition. Not only can we report the largest number of auxiliaries in our history, we can also report an increased service. Last year our auxiliaries provided more than sixty thousands of dollars for the support of programs of auxiliary service to Goodwill Industries and the total for next year will be substantially larger because of the increase in the number of membership of our groups.

Our beloved founder, Dr. E. J. Helms, first realized the value of our service. Succeeding leaders, on both the local and national level, have continued their appreciation. Today our local Woman's Auxiliaries to Goodwill Industries stand in a unique place as a working partner in the Goodwill program. To be asked to share in this service of love is, at once, an honor and a responsibility which is acknowledged and accepted. In common with all other workers in Goodwill Industries, we are not content to rest on the past. The challenge of a second half-century of service is before us and we propose to accept it.



FEDERAL SECURITY AGENCY
OFFICE OF VOCATIONAL REHABILITATION
WASHINGTON 25, D. C.

March 4, 1952

Statement by Mary E. Switzer, Director Office of Vocational Rehabilitation

Congratulations to the Goodwill Industries of America on their Fiftisth Anniversary of "good work" in the communities of our land. Dedicated to the principle that work is good and necessary for everyone - no matter how severely handicapped, Goodwill Industries has provided thousands with the chance to sacure the satisfactions that come from useful paid employment. It has also been a valuable training ground for many on their way from sheltered employment to the competitive labor market. It is peculiarly American in its conception - the unique idea of rehabilitating the spirit by removating material things widely used by the community.

As Director of the Office of Vocational Rehabilitation of the Federal Security America, I congratulate a firm working partner of the nationwide program of vocational rehabilitation for disabled civilians and send Goodwill Industries the warmest wishes for an even more successful second fifty years.

Sinderely yours,

Many Soundays,

Mery D. Switzer

Director

"A firm working partner"

is the Goodwill Way...

HE COLLECTION OF USEABLE repairable household discards is basic in the Goodwill Industries program to give jobs to the handicapped. The "Goodwill Bag" has become a national symbol of the jobs that are latent in millions of articles of clothing, furniture and furnishings discarded in American homes each year.

The "Goodwill Truck" is recognized in cities all over America as a symbol of honest, efficient collection of those discards.

Employment opportunities are provided in cleaning, repairing, and renovating the discards. The development of new materials manufacturing and contract operations to provide repetitive processes and training opportunities is being undertaken by many Industries.

Goodwill Industries provide for their employees those rehabilitation, recreation and religious services needed in enabling the handicapped client to attain full personality development. Often such services are secured on a cooperative basis from other agencies in the Goodwill Industries community.

The final phase of Goodwill activity for the handicapped client is a return to normal living in the community. For the materials taken in, renewed usefulness is also the goal.

Cleaned, repaired discards are sold through Goodwill Stores at prices within reach of low-income families.



THE WHITE HOUSE WASHINGTON

March 3, 1952

Dear Mr. Buckley:

Goodwill Industries, now celebrating its
Golden Anniversary, has rendered an important service
to the Nation's handicapped. The value of this service, as it relates to those who find life difficult,
is beyond estimate and it is sincerely hoped that the
future years will bring an increased and expanded
success.

Congratulations on your fifty years of achievement and may every possible success attend your continued efforts.

Very sincerely yours

Harry Truna

Mr. James T. Buckley, President, Goodwill Industries of America, 1222 New Hampshire Avenue, N.W., Washington, D. C.

The Task Before Us ...



ERVING THE NATION'S HANDICAPPED is a task beyond the ability of any single organization. Available statistics indicate that at any given moment there are, in the United States, at least 250,000 disabled persons who need the services of Goodwill Industries. At the same time there is another large group of almost two million persons who are handicapped in some manner. For them the task of retraining and adjustment is not difficult.

It is this latter group about which we are concerned. Their needs are many and their problems are varied. During recent years Goodwill Industries has demonstrated its ability to meet many of these needs. It has provided exploratory and vocational training. It has furnished opportunities for work adjustment and therapy. Counselling, psychological and medical services have been used and work with remunerative wages has been made available. All of these services have proved their value in helping the disabled to travel the road back to usefulness and self-respect.

But there is a great deal more to be done. At the task

of adequately serving the handicapped we have made only a modest beginning. More Goodwill Industries with improved facilities and more adequately trained leadership are pressing needs. At least twenty more Goodwill Industries should be organized in the next four years. The Goodwill Way is valid; for every dollar given to its program, Goodwill Industries will provide eight to ten dollars of wages and service. Where can you make a better investment in human welfare?

The volume of service which can be rendered is determined by the resources which are made available. More contributions of useable discards plus a modest financial subsidy will provide increased services and opportunities for the handicapped. We estimate the present potential of Goodwill Industries to be service to more than thirty-five thousand persons and annual wage payments in excess of forty-five millions of dollars.

This is the task before us and we must do something about it.



Purpose

of

Goodwill Industries

of America, Inc.

The Purpose of Goodwill Industries

THE PRIMARY PURPOSE of Goodwill Industries of America, Inc., and its Organizational Members is to provide employment, training, rehabilitation and opportunities for personal growth for the handicapped and disabled. By the inspiration of religion, through occupational training and useful employment, and by the skillful use of the techniques of rehabilitation and life guidance, the handicapped are to be assisted to attain the fullest physical, mental, moral, emotional, social, cultural, spiritual, vocational and economic development of which they are capable.

The purpose of Goodwill Industries of America, Inc., shall be to encourage and assist in the establishment and development of local Goodwill Industries in various centers and to:

- a. Develop and maintain standards in the operation of the business, industrial, rehabilitation, social service, religious and all other activities of the Goodwill Industries.
 - b. Develop a regular exchange service of information and report.
- c. Conduct research work in the interest of increasing service to handicapped and disabled persons, the usefulness of discarded materials and the development of additional industrial activities.
 - d. Prevent duplication, encourage cooperation and mutual understanding.
- e. Develop and arouse public opinion in the interest of helping handicapped and unfortunate persons to help themselves.
 - f. Develop financial support for the work of this organization and its Organizational Members.

Services of

Goodwill Industries

of America, Inc.



Services of the National Organization

A national forum as a common meeting ground for exchange of ideas and methods.

Conducts regional and national Training Institutes.

Recruits and trains leadership.

Operates Training Sessions in Washington, D. C., and supervises "in-service" training in approved centers.

Makes expansion surveys and assists in the organization of new Goodwill Industries.

Collects and releases news and information.

Publishes operational manuals, weekly News Letters, monthly Bulletin and Annual Report.

Represents local Goodwill Industries on the national level.

Establishes standards for operations and services.

Promotes interest group conferences.

Surveys and studies present and proposed local programs.

Develops and checks self-evaluation schedules.

Furnishes counsel and suggestion on all phases of operations through Regional Leaders, special consultants and National Staff.

Represents local Goodwill Industries before Congressional and Governmental Agencies.

Prepares resource material for promotion and publicity programs.

National Staff makes personal visitation to local Goodwill Industries. (164 visits made in 1950.)

Directory

101 LOCAL AUTONOMOUS GOODWILL INDUSTRIES

Aberdeen, Wash	R. E. McGraw, 822 E. Heron St.
	.Kenneth L. Downing, 119 N. Howard St.
	W. B. Parrott, 115 S. Edith St.
	Howard R. Dunlavy, 621 Morton Drive
	rren M. Banta, 388 Edgewood Ave., N. E.
Atlanta, Gawa	fren M. Danta, 388 Edgewood Ave., N. E.
	John W. Payne, 201 S. Broadway
Birmingham, Ala	Charles H. Jennings, 1715 Avenue F, Ensley
Boston, Mass	F. C. Moore, 85 Shawmut Ave.
Bridgeport, Conn	Joseph E. Pouliot, 786 Main St.
Brooklyn, N. Y	Wm. Milligan Park, 369 De Kalb Ave.
Buffalo, N. Y	Glenn W. Leighbody, 153 N. Division St.
Camden, N. J	George W. Thomas, 525 Broadway
Canton, Ohio	J. Lewis Marshall, 713 E. Tuscarawas St.
	Judge Ben Moore, Federal Building
Charlotte, N. C	J. E. Foote, 308 Fenton Place
Chicago, Ill	Richard G. Boyd, 1500 W. Monroe St.
	Bryce W. Nichols, 514 E. Pearl St.
	Oliver A. Friedman, 2416 E. Ninth St.
	George M. Evans, 94 N. Sixth St.
	George B. Walker, 1221 Sam Rankin St.
	Homer Caskey, 213 S. Main St.
	Gerald L. Clore, 2511 Elm St.
	Lee H. Lacey, 201 W. Fifth St.
Dayton, Onto	
	Harold H. McKinnon, 6522 Brush St.
Duluth, Minn	Ervid M. Clemons, 1732 W. Superior St.
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El Paso, Texas	Asa Bridges, 218 W. San Antonio St.
Evansville, Ind	
Evansville, IndFlint, Mich	A. B. Ginn, 18 Locust St. Russell G. Albrecht, 2410 N. Saginaw St.
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	Robert P. Hogg, 2102 W. Pierce St.
Minneapolis, Minn	
Muskegon, Mich	Clyde E. Bedwell, 794 Pine St.
New Haven, Conn	Harold J. Mahew, 238 State St.
New Orleans, La	
	Edw. E. Rhatigan, 123 E. 124th St.
Norfolk, Va	A. J. Hollingsworth, 316 Bank St.
Oakland, Calif	Frank G. Flegal, 485 Sixth St.
	Floyd R. Nicholson, 516 W. California St.
	Wendell S. Moore, 1013 N. 16th St.
	Wendell H. Arnold, 512 S. Adams St.
	Charles L. Priest, 1705 W. Allegheny Ave.
	Adolph M. Krahl, 910 E. Sherman St.
Pittsburgh, Pa	K. Franklin Conaway, 2801 Liberty Ave.
	Mrs. A. B. MacDonald, 80-82 Union St.
	Mrs. George C. Todd, 512 S. E. Mill St.
	Russell S. Jones, 130 S. Union Ave.
Richmond, Va	Mrs. Amy A. Guy, 1903 E. Marshall St.
Roanoke, Va	Lewis Ovenshire, 13 West Salem Ave.
Rockford, Ill.	
Sacramento, Calif	
St. Cloud, Minn	Fred Haverland, 21 Fifth Ave., South
St. Louis, Mo	R. C. Adair, 4140 Forest Park Blvd.
St. Paul, Minn	Charles E. Wegner, 509 Sibley St.
San Antonio, Texas	F. L. Reeder, 3500 Pleasanton Rd.
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